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Press Release

FOR IMMEDIATE RELEASE
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South Beach Slam Announces FREE Registration

— Thanks to Fisker’s generous sponsorship —

Miami Beach, FL – As the pickleball frenzy continues to sweep the nation, the City of Miami Beach in partnership with Fisker is aiming to position the city as the pickleball capital of South Florida by offering FREE registration for the first-ever South Beach Slam tournament on Nov. 17–19. The amateur doubles tournament will take place on world famous Lincoln Road and boasts a total of \$12,000 in prize money.

“Our city is well known for glamorous arts and cultural events,” said Miami Beach City Manager Alina T. Hudak. “We want to build on that reputation with our very own South Beach Slam and highlight our city as the home of sports-related events in the future.”

Considered one of the fastest-growing segments of the travel industry, sports-related tourism is a natural fit for Miami Beach’s pristine beaches, beautiful hotels, plentiful recreational amenities and elevated cultural experiences. The inaugural event is made possible thanks to generous support from Fisker, the Greater Miami Convention and Visitors Bureau as well as the Miami Beach Visitor and Convention Authority.

The debut weekend gets underway on Friday, Nov. 17 at 4 p.m. with free community programming including lessons and clinics for all skill levels and will include a surprise visit from an internationally known sports legend.

Players of all ability levels who sign up for the Saturday and Sunday 10-court, men’s, women’s and mixed doubles tournament will be paired with another registrant of a similar skill level or they can sign up with a teammate. Please note that a \$20 fee will be charged to all registrants, but will be refunded once the player arrives on site. All registrants who previously paid a tournament registration fee will be refunded to their original form of payment.

Each player will receive a registration kit, which includes a custom South Beach Slam tote bag, branded towel, Joola and Diadem pickleballs, and a water bottle courtesy of Nike South Beach, where registration packages will be picked up. Participants will also be able to use their wristbands for discounts and promotional offerings at additional Lincoln Road stores and restaurants like Salt and Straw ice cream.

Miami Beach residents and visitors are invited to watch the tournament in the municipal parking lot at 1665 Lenox Ave free of charge.

Co-founded by designer Henrik Fisker, the California-based electric car startup, Fisker Inc., is the official sponsor of the South Beach Slam. Fisker is particularly excited to partner with Miami Beach since one of the company's brand pillars is sustainability and Miami Beach has committed to reducing its environmental impacts and promote sustainability initiatives.

"Fisker is incredibly excited to be the official sponsor of the South Beach Slam and to support this event at a time when pickleball has reached new levels of enthusiasm," said Fisker spokesperson Matthew DeBord, adding that the company will display Fisker Ocean all-electric SUVs at the event, each of which contain more than 100 pounds of recycled material. "Miami Beach is also a fantastic location and a great community. Of course, with our headquarters in Manhattan Beach, CA, we already have a lot in common."

The Loews Miami Beach Hotel serves as the official host hotel and is offering participants and attendees a special promotional rate of \$249 per night while inventory lasts. Players can also stay well hydrated and fueled throughout the weekend at "The Kitchen" by Yard House.

To register for the tournament or for additional information, visit www.SouthBeachSlam.com.

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